

# Kun Chang

Assistant Professor  
University of South Carolina  
College of Hospitality, Retail and Sport Management  
Department of Sport and Entertainment Management  
1705 College Street, Columbia, SC 29208  
[kunc@mailbox.sc.edu](mailto:kunc@mailbox.sc.edu) | (803)576-7623

## EDUCATION

- 2021 – 2024     **Ph.D., Sport Management**  
Texas A&M University, College Station, TX
- 2018 – 2020     **M.S., Sport Business**  
New York University, New York, NY
- 2014 – 2018     **B.S., Sport Training**  
Shandong Sport University, China

## ACADEMIC APPOINTMENT

- 2024 – Present     **Assistant Professor**  
University of South Carolina, Columbia, SC
- 2021 – 2024     **Graduate Teaching and Research Assistant**  
Texas A&M University, College Station, TX

## PUBLICATIONS

6. Lee, H.-W., Park, S.-J., **Chang, K.**, & Uhm, J.-P. (2024). How preseason hope impacts sport fans' attendance intentions and psychological well-being. Submitted to *Journal of Applied Sport Management*, 16(2), 1-12. [ESCI] [ABDC = C]
5. **Chang, K.**, Lee, H.-W., & Bennett, G. (2024). Generation Z and Millennial Esports Gamers' Perceived Toxicity Risk and Game Brand Loyalty: Moderated Mediation Effects of Brand Identification, Self-Efficacy, and Support from Game Brand. *Young Consumers*, 25(1), 28-44. [ESCI; IF = 3.5] [ABDC = B]
4. **Chang, K.**, Uhm, J.-P., Kim, S., & Lee, H.-W. (accepted for publication). Paradoxical Relationship Between Esports Toxicity and Toxicity Tolerance: Moderated Mediation by Gender and Positive Reappraisal Coping. *International Journal of Sports Marketing and Sponsorship*, 24(4), 737-752. [SSCI; IF = 2.527] [ABDC = B]
3. Lee, H.-W., **Chang, K.**, Neff, P., Nite, C., & Bennett, G. (accepted for publication). Esports vs. Sport: A Unique Hyperconnected Digital Playground for Self-Improvement. *Sport in Society*, 26(11), 1873-1890. [SSCI; IF = 1.625] [ABDC = B]
2. Lee, H.-W., **Chang, K.**, Uhm, J.-P., & Owiro, E. (2023). How Avatar Identification Affects Enjoyment in the Metaverse: The Roles of Avatar Customization and Social Engagement. *Cyberpsychology, Behavior, and Social Networking*, 26(4), 255-262. [SSCI; IF = 4.157]
1. **Chang, K.** (2020). Study on How Intrinsic and Extrinsic Motivations Influence Chinese Online Esports Viewership. In *6th International Symposium on Social Science (ISSS 2020)*. (pp. 45-60).

## RESEARCH IN PROGRESS

\* *Co-authored with graduate student(s)*

12. **Chang, K.**, Uhm, J.-P., & Lee, H.-W. (in review). Esports Gamers' Non-Functional Item Purchase Motives and Behavioral Processes: Behavioral Differences Across Generation Z and Millennials.
11. Lee, H.-W., **Chang, K.**, & Bunds, K. (in review). Competence In and Out of The Game: A Qualitative Study of Multilevel Esports Experiences Using Self-Determination Theory.
10. Uhm, J.-P., **Chang, K.**, Kim, S., & Lee, H.-W. (in review). Spectator's Perception of the Legitimacy of the Olympic Virtual Series: An Environmental Psychology Perspective.
9. Kosari, F., Brison, N., Lee, H.-W., & **Chang, K.** (project in development). Athlete Activism in the Digital Age: Moderating Role of Generation on Fans' Behavioral Intentions on Social Media. \*
8. **Chang, K.**, & Lee, H.-W. (project in development). CS:GO: The Effect of Motivation-Based Esports Spectator Identity (MBESI) on Event Attendance.
7. **Chang, K.**, Lee, H.-W., Bennett, G., & Brison, N. T. (project in development). Esports Live Event Attendance: Motivation-Based Esports Spectator Identity (MBESI).
6. **Chang, K.**, & Lee, H.-W. (project in development). How external touchpoints in the gaming community affects esports gamers' engagement and brand advocacy intention.
5. **Chang, K.**, & Lee, H.-W. (manuscript in development). The effect of esports gamers' age on perceived value and attitude towards in-game skins consumption behavior: multi-group comparison between MOBA and FSP.
4. Lee, H.-W., **Chang, K.**, & Cho, H. (manuscript in development). How relationship-based and object-based nostalgias affect EPL fans' purchase intention on teams' sponsored products through moderated mediation effect of brand loyalty and perceived brand value.
3. Lee, H.-W., Do, C., Park, S.-J., **Chang, K.**, & Kim, M. (manuscript in development). How Sport Fans of the Four Major Leagues Form Brand Love Differently. [Data Collected and Analyzed]
2. Lee, H.-W., Park, S.-J., **Chang, K.**, & Uhm, J.-P. (manuscript in development). The Effect of Social Virtual Reality on Adolescents' Well-Being. [Data Collected and Analyzed]
1. Uhm, J.-P., Kim, S., **Chang, K.**, & Lee, H.-W. (manuscript in development). Systematic Desensitization for Disability-Inclusive Virtual Reality Sport Experience. To be submitted to Journal of Sport and Health Science. [Data Collected and Analyzed]

## REFEREED CONFERENCE PRESENTATIONS

\* *Presentation was joint-authored with graduate student(s)*

17. **Chang, K.**, Lee, H.-W., & Bennett G. (2024, September). *Live Esports Event Attendance: Unveiling the Interplay Between Psychological State and Decision-Making Process*. Sport Marketing Association Conference. St. Louis, Missouri.
16. Kosari, F., Brison, N., Lee, H.-W., & **Chang, K.** (2024, September). *Athlete Activism in the Digital Age: Moderating Role of Generation on Fans' Behavioral Intentions on Social Media*. Sport Marketing Association Conference. St. Louis, Missouri. \*

15. Kim, D.-H., Park, S.-J., **Chang, K.**, & Lee, H.-W. (2024, June). *The influence of the type of endorser and the type of message on fans' purchase intention and attitudes: The potential moderating role of cultural difference*. North American Society for Sport Management Conference, Minneapolis, MN.
14. Ding, F., Kim, D.-H., **Chang, K.**, Uhm, J.-P. & Lee, H.-W. (2024, June). *Comparative examination of psychological motivations between Chinese international students and American college students attending NBA games*. North American Society for Sport Management Conference, Minneapolis, MN.
13. **Chang, K.**, Park, S.-J., Ding, F., Uhm, J.-P., & Lee, H.-W. (2023, October). Age and In-game Skin Purchase Behavior in Esports: An Examination of the Cognitive-Affective- Conative Processes. Accepted for the Sport Marketing Association Conference, Tampa, FL.
12. Uhm, J.-P., **Chang, K.**, Kim, T. & Lee, H.-W. (2023, October). Attracting New Sport Fans through Historical Nostalgia. Accepted for the Sport Marketing Association Conference, Tampa, FL.
11. **Chang, K.**, Oh, Y., & Lee, H.-W. (2023, June). Esports Consumption Motives: A Qualitative Examination from A Self-Determination Theory Perspective. Presented at the annual North American Society for Sport Management Conference, OMontréal, Canada.
10. **Chang, K.**, Uhm, J.-P., Park, S.-J., & Lee, H.-W. (2023, June). Esports Gamers' Non-Functional Item Purchase Motives and Behavioral Processes: Behavioral Differences Across Generation Z and Millennials. Presented at the annual North American Society for Sport Management Conference, OMontréal, Canada.
9. Park, S.-J., Uhm, J.-P., **Chang, K.**, & Lee, H.-W. (2023, March). How Preseason Hope Impacts Sport Fans' Attendance Intentions and Psychological Well-Being. Accepted for the annual Association of Collegiate Marketing Educators Conference, Houston, TX.
8. **Chang, K.**, Lee, H.-W., Park, S.-J., Ball, J., & Bennett, G. (2023, March). The Unique Ecosystem of Esports: A Service-Domain Logic Perspective of Value Co-Creation via Multiple Technology Platform. Accepted for the annual Association of Collegiate Marketing Educators Conference, Houston, TX.
7. Ball, J., **Chang, K.**, & Bennett, G. (2023, March). Stars Matter! Do Rankings Predict Player Success? Accepted for the annual Association of Collegiate Marketing Educators Conference, Houston, TX.
6. Uhm, J.-P., Kim, S., **Chang, K.**, Park, S., & Lee, H.-W. (2022, October). The Legitimacy of Virtual Sports in the Olympics. Presented at for the annual Sport Marketing Association Conference, Charlotte, NC.
5. **Chang, K.**, Uhm, J.-P., Lee, H.-W., & Bennett, G. (2022, October). The Effect of Toxicity on Brand Service Tolerance: Mediating Role of Positive Coping Response. Presented at the annual Sport Marketing Association Conference, Charlotte, NC.
4. **Chang, K.**, Lee, H.-W., & Bennett, G. (2022, June). The Effect of Perceived Toxicity on Brand Development: An Empirical Examination of Esports First-Person Shooter Games. Presented at the annual North American Society for Sport Management Conference oral presentation, Atlanta, GA.
3. Park, J., Uhm, J.-P., **Chang, K.**, Kim, M., & Lee, H.-W. (2022, June). Sport Community Involvement and Life Satisfaction during COVID-19: A Moderated Mediation of PsyCap and Stress by Generation Z. Presented at the annual North American Society for Sport Management Conference, Atlanta, GA.
2. Do, C., Uhm, J.-P., **Chang, K.**, Brison, N., & Lee, H.-W. (2021, November). Social Identity Complexity and Brand Authenticity Involving Multiple Professional Sport

## CURRICULUM VITAE

Leagues. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV.

1. **Chang, K.**, Lee, H.-W., & Bennett G. (2021, November). Uniqueness of eSports: Exploring the Omnichannel Consumption Experience Ecology. Presented at the annual Sport Marketing Association Conference, Las Vegas, NV.

## GRANT ACTIVITIES

### *Research Grants*

#### *Funded*

7. PI: **Chang, K.** (Funding Dates: November 2023). “Esports live event attendance: motivation-based esports spectator identity approach” Texas A&M Huffines Student Research Grant from Sydney and J.L. Huffines Institute for Sports Medicine and Human Performance (\$2,000)
6. PI: Lee, H.-W.; Co-PI: Karg, A.; Research Assistant: **Chang, K.** (Funding Dates: February to May 2023). “Men’s basketball research.” Texas A&M University Athletic Department (\$1,240 to Center for Sport Management Research & Education).
5. PI: **Chang, K.** (Funding Dates: February 2023). “An Esports Consumer Segmentation Framework: A Mixed Method Approach.” *Texas A&M KNSM Graduate Student Research Seed Grant* (\$5,000).
4. **Graduate Research Travel Grant, 2023**  
College of Education and Human Development, Texas A&M University (\$2,000)
3. **Graduate Research Travel Grant, 2022**  
College of Education and Human Development, Texas A&M University (\$1,500)
2. **Graduate Research Travel Grant, 2021**  
College of Education and Human Development, Texas A&M University (\$1,500)
1. **Graduate Teaching Assistant at Texas A&M University.** 2021 Spring – Present  
College of Education and Human Development, Texas A&M University

#### *Not Funded*

1. PI: Lee, H.-W.; Research Assistant: **Chang, K.** National Institutes of Health, R01, Stephen I. Katz Early-Stage Investigator Research Project Grant (\$1,439,405.00), 2022.

## ACADEMIC TEACHING

### **Instructor of Record (IOR), University of South Carolina**

2024 Fall                      SPTE 550: 002 The Business of Esports

### **Instructor of Record (IOR), Texas A&M University**

2024 Summer                SPMT 220: 700 Olympic Studies  
[Class Size: 52]  
2024 Spring                 SPMT 374: 500 Strategic Sport Marketing  
[Class Size: 38]  
2023 Fall                     SPMT 472: 500 Data Analysis & Problem Solving in Sport  
[Class Size: 62]  
2023 Summer               SPMT 220: 700 Olympic Studies [Class Size: 26]  
2022 Summer               SPMT 304: 700 Sport Psychological Management & Practice  
[Class Size: 34]  
                                      SPMT 304: 701 Sport Psychological Management & Practice

## CURRICULUM VITAE

|             |  |
|-------------|--|
| 2022 Spring | [Class Size: 37]<br>SPMT 481: 596 Sport History [Class Size: 41]<br>SPMT 304: 599 Sport Psychological Management & Practice<br>[Class Size: 280] |
| 2021 Fall   | SPMT 304: 599 Sport Psychological Management & Practice<br>[Class Size: 300]   |

### Teaching Assistant, Texas A&M University

|             |   |
|-------------|---|
| 2024 Spring | SPMT 690: 600 Theory of Research in Sport Management  |
| 2023 Fall   | SPMT 472: 501 Data Analysis & Problem Solving in Sport<br>SPMT 615: 600 Sport Marketing   |
| 2023 Spring | SPMT 690: 600 Theory of Research in Sport Management  |
| 2022 Fall   | SPMT 422: 500 Financial Sport Operations<br>SPMT 472: 500 Data Analysis in Sport [ <i>Assisted in Course Development</i> ]                  |
| 2022 Spring | SPMT 690: 600 Theory of Research in Sport Management<br>SPMT 336: 700 Diversity in Sport Orgs<br>SPMT 337: 700 International Sport Business |
| 2021 Summer | SPMT 690: 600 Theory of Research in Sport Management  |
| 2021 Spring | SPMT 690: 600 Theory of Research in Sport Management  |

### Guest Lecture

|             |   |
|-------------|---|
| 2023 Fall   | SPMT 374: 500 Strategic Sport Marketing, TAMU<br><i>Esports Business</i>  |
| 2023 Spring | SMGT 1130 Globalization of Sport, University of New Haven<br><i>Dialogue on Asia Sport</i><br>SPMT 690: 600 Theory of Research in Sport Management, TAMU<br><i>Data Analysis – Introduction to Regression Using SPSS</i>  |
| 2022 Fall   | SPMT 615: 600 Sport Marketing, TAMU<br><i>Behavioral Outcomes of Fan Identification</i><br>SPMT 422: 500 Financial Sport Operations, TAMU<br><i>Introduction to Budgeting</i><br>SPMT 472: 500 Data Analysis in Sport, TAMU<br><i>Data Analysis &amp; Visualization Using Tableau</i> |

### Shadowing, Texas A&M University

|           |  |
|-----------|--|
| 2023 Fall | SPMT 681: 600 Doctoral Seminar in Quantitative Analysis<br>SPMT 682: 600 Doctoral Seminar in Sport Marketing |
|-----------|--|

## SERVICES

### *Professional Service to the Academia*

Ad Hoc Reviewer: International Journal of Marketing and Sponsorship  
Ad Hoc Reviewer: Cyberpsychology, Behavior, and Social Networking  
Ad Hoc Reviewer: Internet Research  
Ad Hoc Reviewer: Personality and Social Psychology Bulletin

### *Professional Service to the Industry*

Marketing Consulting, OpTic Group, Inc, 2023-2023

## CURRICULUM VITAE

- OpTic's audience and fan engagement
- Data Analysis**, Texas A&M University Athletic Department, 2022-present  
Analyzing TAMU Basketball Fan Attendance Behavior
- Conference Operation**, Global Sport Industry Conference, KISS, 2021–present  
Translating conference content
- Marketing Consulting**, Consulting Project, Louisville Sports Commission/Louisville Tourism, Louisville, KY, Jan 2020-May 2020  
Analyzed and facilitated the development of the Esports Grassroots network infrastructure and the expansion of high school Esports leagues in Louisville, KY.
- Marketing Consulting**, New York Jets Consulting Project, NY, Sep 2019-Dec 2019  
Analyzed and developed marketing initiatives aimed at promoting Redbox's brand and expanding the Jets' influence in the New York area
- Event Management**, TCS New York City Marathon, New York City, NY, Nov 2018  
Monitored and facilitated two bands' performance.  
Resolved ambush marketing disputes with the help of NYPD.
- Conference Operation**, Leaders Sport Business Summit, China, Jul 2018  
Coordinated and facilitated the event process for over 500 guests, providing event materials, check-in information, and guiding them to their designated seats
- Data Analysis**, New York University, New York City, NY, 2018  
Conducted a trend analysis of Esports development
- Data Analysis**, New York University, New York City, NY, 2018  
Analyzed the current status of Esports development in U.S. grassroots cities

## SPORT & RELATED WORKING EXPERIENCE

- Marketing Specialist, U.S. EDDIES Sports & Culture Exchange Center, NY, 2020-2021**  
The host of Chinese National Swimming Team annual training sessions.  
Summer swimming camp programs development.
- Marketing Specialist, Jinmao International Sports Entertainment, China, 2016- 2018**  
Customer Relationship Management; Customer Satisfaction; Marketing Campaign.
- Swimming Coach, Shandong Professional Training Center, China, 2014-2018**  
Introduction of swimming training for state-level professional athletes

## HONORS / AWARD/ CERTIFICATE

- **Google Data Analytics Certificate, 2023**
- **Certification in Financial Accounting, 2020**  
(Harvard Business School, Online)
- **“Gold Coach” Award, Professional Seminar the Faculty of Coaches, 2016**  
(Shandong Provincial Sports Bureau, China)
- **Certificate of Modern Pentathlon Referee Training Course, 2015**  
(China Modern Pentathlon Association, China)
- **Sportsmanship Award, 2012**  
(Shandong Provincial Sports Bureau, China)
- **1st place, Modern Pentathlon Women's Relay Final of the National Championship, 2013**  
(China Modern Pentathlon Association, China)

## PROFESSIONAL AFFILIATIONS

- North American Society for Sport Management (NASSM)
- Sport Marketing Association (SMA)
- Chinese Modern Pentathlon Association (CMPA)

## PROFICIENCY

### *Data Analytics*

Big Data Analytics, Data Mining & Data Visualization, Rasch Model, Structural Equation Modeling, Hayes Process, Topic Clustering

### *Computer and Programming Skills*

IBM SPSS, Mplus, Tableau, SAS JMP, SQL, R, Python, STATA, GraphPad Prism, Excel